REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	09 February 1999
Name of applicant/court:	Comptroller of Customs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Blow Up 20
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Scandinavian Picture GMBH
Author:	Not Applicable
Format:	Magazine
Country of Origin:	Germany
Language:	English, German, Spanish, Swedish, Dutch

Components of film originally examined: Not Applicable.

Feature: Running time:

Trailers: Running time:

Total Running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

Classification Decision:

Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

… Please turn over

Display Conditions:

That when the publication is on public display, the classification given to the publication must be shown on the publication; or any package in which the publication is kept
and
That the publication must be publicly displayed only in a sealed package
and
That where the publication is publicly displayed in a package, the package must be made of opaque material.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *Blow Up 20* is classified as:
Objectionable except if the availability of the publication is restricted to persons who have attained the age of 18 years.

In determining this classification, the main consideration has been the publication's treatment of matters of sex. Consideration has also been given to the extent and degree to which the publication degrades, dehumanises and demeans its female participants.

The magazine contains sequences of photographs that explicitly depict sexual activity between male-female couples, or between groups of two males and one female. The activity is presented in a manner intended for the sexual arousal of the reader. Throughout these sequences female participants are degraded and dehumanised to a moderate extent by the sustained focus on their genitals, breasts and buttocks. Females' genitals, in particular, are often splayed for the camera, or are being penetrated by penises. Other photographs depict females with male ejaculate smeared over their faces. These images emphasise that the females' primary role is to effect the sexual gratification of the male participants, and, by extension, the male reader. This degrading effect is partially mitigated by other, full body, shots, and the apparent active participation of both male and female participants.

The rights and freedoms set out in the New Zealand Bill of Rights Act 1990 have been considered in classifying this publication. The level of restriction placed on the publication's availability is considered to be reasonable and demonstrably justified, given the sexually explicit nature of its contents, and the extent to which it degrades and dehumanises its female participants.

OFLC Ref: 9801196